

# WMN - Women Make the News

“Let the Images of *Women* Speak Powerfully”

## CALL TO ACTION

15 July 2015 marks the first commemoration of **World Youth Skills Day**. Adolescent *girls'* and boys' access to media and technology is necessary but not sufficient to ensure their understanding of their fundamental rights and their empowerment. By acquiring 21<sup>st</sup> Century competencies (knowledge, skills and attitude) young *girls* and boys will be better enabled to advocate against and avoid being exposed to atrocious crimes such as human trafficking and radicalization which are direct violation to their most fundamental rights. These competencies include *girls* and *boys* being media and information literate.

UNESCO and the Global Alliance on Media and Gender (GAMAG) call for partners to feature *women* on your homepage throughout the year 2015. Each month is dedicated to a theme and tackles critical areas of concern. The month of July focuses on “*21st Century competencies for girls and boys*”.

## FEATURE One or More *WOMEN* ON YOUR HOMEPAGE

We invite stakeholders to participate in the theme “*21st Century competencies for girls and boys*” by featuring the images of *women* and *girls* at all levels of society on the *homepage* of your website:

- ◆ Write a clear and simple caption for the image
- ◆ Link a strong paragraph to the image describing the person selected
- ◆ Keep your chosen image above the scroll (on the upper half of the *homepage*)
- ◆ Start a social media discussion and add “share” buttons to it
- ◆ Tell UNESCO about your actions by completing this short form: <http://www.unesco.org/new/en/wmn-promotion>



**Amie Williams**  
Executive Director & Co-founder  
GlobalGirl Media

Inspires many young girls from under-served communities through digital media and leadership competencies



**Varun Jhaveri**  
President  
Young Leaders Consortium  
Youth Representative of GAMAG  
Ardently promotes leadership and media competencies for girls and boys

## 21<sup>ST</sup> CENTURY COMPETENCIES FOR *GIRLS* AND BOYS

- **Media and Information Literacy:** skills to search, critically evaluate, use and contribute information and media content wisely; knowledge of one’s rights online; understanding how to combat online hate speech and cyberbullying; understanding of the ethical issues surrounding the access and use of information; and engage with media and ICTs to promote equality, free expression, intercultural/interreligious dialogue, peace, etc.
- **Intercultural Competencies:** self-awareness/identity, seeing and feeling from other perspectives, knowledge of other cultures, relationship building, cultural humility and ability to adapt.
- **Global Citizenship Competencies:** knowledge and understanding of specific global issues and trends; knowledge of and respect for key universal values; problem-solving skills and decision-making; able and willing to launch and engage in proactive actions.



**Adama Bah Lee**  
Young Media  
Gambia and Youth  
Representative in GAPMIL

Young social activist inspired through acquisitions of media and information competencies

## YES WE MUST! REACH GENDER EQUALITY IN THE MEDIA BY 2030

The WMN 2015 (<http://www.unesco.org/new/en/wmn>) advocacy efforts also continue to push for change:

- ⇒ Call on media commitment to increase female sources interviewed in news to at least 30%
- ⇒ Invite international development organizations and private corporations to be part of a donor framework to support the activities of the (GAMAG) <http://www.unesco.org/new/en/gamag>
- ⇒ Strengthen cooperation with media and civil society partners in GAMAG, spotlighting partnerships to achieve gender equality in and through media



**Caroline Sugg**  
Head, Advisory & Policy Team  
BBC Media Action  
Advocates for policies to ensure girls acquire media and ICTs competencies



# Women Make the News



**Yes we must! Reach gender equality in the media by 2030**

**Upcoming 2015 themes will be linked to the following International Days :**

15 July [World Youth Skills Day](#)

30 July [World Day against Trafficking in Persons](#)

12 August [International Youth Day](#)

8 September [International Literacy Day](#)

11 October [International Day of the Girl Child](#)

15 October [International Day of Rural Women](#)

24 October [World Development Information Day](#)

21 November [World Television Day](#)

25 November [International Day for the Elimination of Violence against Women](#)

18 December [International Migrants Day](#)

January 2016 Prelude to World Radio Day and International Women's Day

6 February [International Day of Zero Tolerance to Female Genital Mutilation](#)

13 February [World Radio Day](#)

8 March 2016 [International Women's Day](#)

## CONTACTS

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Section for Media Development and Society, UNESCO

[www.unesco.org/new/en/wmn](http://www.unesco.org/new/en/wmn)